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Auctiva Names Mark A. Schwartz New Chief Executive Officer; Attracts Top
    Executive Talent to Meet Growing Demand for Small Business Auction
    Services
Anonymous
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TEXT:
    OAKLAND, Calif.--(BUSINESS WIRE)--Aug. 23, 2000--Auctiva, a leading
provider of software for sellers at online auction sites and electronic
storefronts, today announced that Mark A. Schwartz has joined the company
as Chief Executive Officer.

    Auctiva leads the auction and small business management software
arena with their Online Channel Management (OCM) platform, consisting of
two software applications: ePoster and eBud. Functioning like an
easy-to-use page layout editor, ePoster automates the processes of creating
and posting professional-quality listings across multiple marketplace
sites, reliably hosts images of items for sale and adds counters for
tracking listings. eBud automatically collects all of a seller's listing
data, fills in the spreadsheets and forms, generates and archives buyer
notification letters and prints out invoices, labels and reports.

    Auctiva's market is growing exponentially, driven primarily by small
businesses that have discovered that auction marketplaces provide a
ready distribution channel with plenty of shoppers, high margins, and a
means of gathering useful data on demand and optimal pricing
strategies," said Mark Schwartz, CEO, Auctiva. "A typical online merchant
might have 700-1000 simultaneous auction listings, spread across
several marketplace sites, each with a different closing time and pricing
parameters, all requiring an average of six emails exchanged with the
buyer. As the market continues to expand, the need for Auctiva's online
channel management software will simply become more and more acute."

    Prior to joining Auctiva, Schwartz held a variety of high-level
management and consulting positions in technology and software firms. As a
management consultant with the Mitchell Madison Group (later USWeb),
Schwartz helped high-growth technology-focused companies streamline
operations and chart competitive strategies. He headed engineering efforts
at New York-based software startups Internet Resources Corporation and
Client Technologies Inc., and was responsible for ClientXChange.com's suite
of Customer Relationship Management tools for the Financial Services
Industry. Schwartz received an MBA with Director's List Honors from the
Wharton School of Business, and a BS in Computer Science with Honors from
Yale University.

    About Auctiva

    Auctiva is a leading provider of multi-channel software solutions

for online sellers. The company was founded in 1999 by experienced executives and developers from Peoplesoft, Electronics for Imaging, and Liberate to provide an easy and efficient way for small businesses to become successful in e-commerce. With 33,000 registered users, Auctiva facilitates nearly 500,000 listings per month on eBay and Amazon Auctions, as well as originating many listings on fixed- price marketplaces such as Amazon zShops. Auctiva's Online Channel Management services and software platform empowers online sellers to sell up to four times more merchandise by improving process efficiency and simplifying the sales process across multiple auction sites and electronic storefronts. Auctiva is privately held. Additional information can be found at http://www.auctiva.com.
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